

YEAR 2021

Annual Report

Bringing out the best in every child



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The EtonHouse Community Fund "ECF" was set up as a company limited by guarantee on 06 May 2013. We were registered as a Charity under the Charities Act (Chapter 37) since 24 April 2015.

ECF is recognised as an Institution of a Public Character (IPC) by the Commissioner of Charities in Singapore and seeks to raise funds through the support of donors and partners.

UEN: 201312095N

Registered Address: 8 Stevens Road, Singapore 257819

IPC Period: From 13/1/2021 to 12/1/2023

Sector Administrator: Ministry of Social and Family

Development

NCSS Member: Since 1 October 2021

Auditor: Crowe Horwath First Trust LLP

Banker: Bank of East Asia & Development Bank of

Singapore (DBS)

Why We Exist

Children need support, beyond formal education, to discover who they are and grow into confident individuals with skills to face everyday challenges.

But not every child gets access to a safe and nurturing environment, for reasons out of their control.

In the spirit of giving back to the community, EtonHouse International Education Group founded EtonHouse Community Fund in 2015 to improve the lives of children, youth and families from vulnerable backgrounds.



Vision

Our vision is to create pathways for children to discover their unique gifts to the world.

Mission

We invest in the heart of Singapore's future through initiatives that cultivate self-awareness, develop personal narratives and healthy relationships to build communities.



Chairman's Message



Hello from EtonHouse Community Fund!

"Alone we can do so little; together we can do so much."

"Alone we can do so little; together, we can do so much."

These words from Helen Keller, renowned author and disability rights advocate, resonate deeply with me. This was a year that exemplified collaboration and community building. It gives me great pleasure to outline some of this year's key initiatives, created and developed to further our mission and aligned to our three strategic pillars: cognitive development, emotional wellness, and future fitness.

Teacher Everywhere - Volunteers were recruited and trained in key aspects of teaching young children such as positive behaviour guidance and literacy development. These volunteers then went on to plan and deliver learning experiences that enhanced the children's knowledge and skills, thus setting them up for success in school. It gives me great pleasure to say that this innovative programme helped us scale and reach several vulnerable children to give them a fresh start in life, thus laying the foundation for success.

Publications - We developed resources and expanded our outreach to make a difference in the homes of our beneficiaries through sustainable and impactful parenting practices. The book on Respectful Parenting that was published became extremely popular selling several copies. I am proud to say that it is the first book written and published in Singapore on the subject and therefore very relevant for our parents. I am sure that it will make a significant and positive difference to our families. Our short film, "Little Wishes", which advocates for Respectful Parenting, reached more than 2 million viewers. We also published and distributed several copies of the book 'Tourette Syndrome and Me' in 800 public schools, among other meaningful publications that connect, convey and advocate for challenges faced by children.

Youth engagement - We continued with our mindfulness programmes reaching young people and providing educational scholarships to help enhance their opportunities to succeed in the future.

Collaborative fundraising - It was an incredible testament to our community spirit when children as young as 2 months to 18 years contributed artwork reflecting their unique interpretations of what it means to be "Celebrating SG Women". Not only did we raise funds for a meaningful cause, but we brought together a community, uniting, celebrating, and recognising women and the different roles they play in our lives.

We continued our longer-term initiatives from the previous year to support children and families through CDA top-ups, enrichment sponsorships, wifi packs, gift boxes, KidSTART centres, and towards children who have diabetes. We were also successful in raising \$1.77 million in funds with the outstanding collaborative efforts of our community. It has been a busy but successful year, and it warms my heart that we were able to touch and make a meaningful difference in the lives of 4700 families.

All these achievements would not be possible without the support of our Board members, Mr. Alex Ng, Ms. Jag Arora, Mr. Navin Amarasuriya, Mrs. Ng Gim Choo, and Mr. Robson Lee. We are also honored to welcome Mr. Jared Kok as a member and Mr. Seah Moon Ming as an advisor to the board. We will strive to continue making a positive impact with their expertise and guidance. At the same time, I also extend my most profound appreciation to our retired Board member Mr. Jimmy Oh, for his invaluable guidance and contributions over the years.

I look forward to the coming year with enthusiasm. We hope to continue to build strong communities and work collaboratively towards making a difference in the lives of children and families.

> Mr. Tan Cher Liang, Sebastian **Chairman, EtonHouse Community Fund**

Our Objectives



To advance the cause of education, whether general, professional or technical by providing scholarships, grants, aids and financial assistance to all and in particular the poor, needy and underprivileged.



To improve the accessibility of affordable, high quality early childhood education and to contribute to enhancing the standards of pre-school curriculum, pedagogy and the teaching profession.



To advance causes contributing to the learning and holistic development of children and youths, recognizing and enhancing their abilities, promoting respect and empowerment, providing multi-lingual and multi-cultural exposures for the young and preparing them for the challenges of global citizenship.



To promote and foster community spirit, participation and development.



To aid, assist and give relief in any manner and to any extent to any charitable institution whose objects are similar to or comparable with the objects of the Community Fund.





Year in Review

Highlights of 2021

JAN

MAR



We launched Teacher Everywhere, training volunteers to teach preschoolers from disadvantaged backgrounds. Together with our volunteers, we embarked on a weekly reading and learning programme, Joyful Learning, with 29 families from Teck Ghee, Henderson and Serangoon.

Launched short film **Little Wishes**

"Little Wishes" is a short film inviting parents to reflect on their parenting styles and to embark on a Respectful Parenting journey. The film reached more than 2 million viewers.

Scan QR to watch



Published Tourette Syndrome and Me

"Tourette Syndrome and Me" by six-year-old Zachary with Tourette Syndrome is an interactive readalong book that comes with augmented reality (AR) features. It is used across more than 800 Singapore schools.

AUG

OCT

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DEC

Published Respectful Parenting

Respectful Parenting is a parenting book for parents with children up to 7 years of age. It introduces the C.A.R.E pillar to help parents manage temper tantrums, bedtime and meal routines, and more.

NCSS Membership

We are pleased to be a full Member of the National Council of Social Service (NCSS), a membership body for more than 480 recognised social service agencies in Singapore.

Celebrating SG Women Art Exhibition and Auction

We marked the giving season with a Charity Art Exhibition from 9th to 23rd December, with artwork featuring children's unique interpretations of what it means to be "Celebrating SG Women". The exhibition was officially opened by Ms. Sun Xueling, Minister of State at the Ministry of Social and Family Development, Singapore (MSF) and Ministry of Education, Singapore (MOE). In total, the exhibition raised more than S\$360,000.

Year in Review

Giving children a good start

1,407

Children in CDA Top-up Families in Joyful Learning

28

Bursary and Welcome Pack given

201

Children with Enrichment Sponsorship

Empowering at-risk youth

Mindfulness Programme

> 88 youth

Study Sponsorship

7 recipients

Riding the waves of the Covid-19 pandemic

Fun Pack & WiFi Support

450 recipients



Supporting parents; advocating for children

Short Film "Little Wishes"

2 million

views through SingHealth and online platforms

Parenting Book
"Respectful Parenting"



copies sold





KidSTART

4

play sites around Singapore supported with our sponsorship KK Women's and Children's Hospital

55

children with diabetes received our sponsorship

Amplifying impact through our partners

Box of Joy

2,422 recipients





Spreading festive cheer

Book - Tourette Syndrome and Me

3,494

distributed to over **800** schools and public libraries

Book - Indy's Diary

1,122

reached

Celebrating children's voices

Generous donors

\$\$1,786,649

funds raised

Teacher Everywhere volunteers

50

active and passionate volunteers

Made possible by our supporters

Our Programmes



Learning and Volunteering with Joy

Teacher Everywhere

All children should experience the joy of reading. However, some children may not have the luxury of having books, and circumstances may prevent them from developing a habit of reading. Their first encounter with books then becomes textbooks during formal education in Primary school, and this can be incredibly stressful.

We want children to develop a positive relationship with books from a young age – to experience the joy of books, not to feel stressed when they have to pick up a book! Therefore, we partnered with EtonHouse curriculum specialists to develop Joyful Learning – a weekly programme based on storybooks to nurture in children a joy of learning and reading. Each week children are introduced to a story and engage in learning experiences around the story to extend their learning. They get to bring one book home after every session. This gift is to help them build their own home libraries and ensure they have access to storybooks.





29

Happy Families

A beautiful initiative ... I feel privileged to be a part of this group. ??

-Teacher Everywhere Volunteer



Our team of volunteers come from diverse backgrounds, nationalities and professions, from homemakers and scientists to doctors. Together with EtonHouse Education Centre, we trained our volunteers on behaviour management, positive guidance, and strategies for leading effective story-telling and learning experiences.

We thank the many individuals who have stepped up to brighten and enrich the lives of the children through Joyful Learning. Their selfless acts of giving bring joy to our Teacher Everywhere programme.







Engaging the Community Through

A Respectful Parenting Advocacy

Short Film "Little Wishes" - inviting parents to step into a child's world

All children love birthday parties... Or do they? Little Wishes is a short film about what 5-year-old Noah really wants for his birthday. It invites parents to reflect on their parenting styles and to embark on a Respectful Parenting journey.

Launched on social and digital media as well as on more than 200 screens in 20 SingHealth hospitals and polyclinics, the film reached more than 2 million viewers.

2m

600 Books sold

Parenting Book "Respectful Parenting" - first such book for Singaporean families

Written with the average Singaporean family in mind, Respectful Parenting is a book for parents with children 0 to 7 years of age.

Filled with real-life examples from parent interviews and easy-to-implement strategies, we hope it will encourage parents to reflect and to internalise and embrace Respectful Parenting strategies.





Tourette Syndrome and Me - children's book advocating for inclusion now an educational resource in schools across Singapore

"Once people understand, they don't laugh." Indeed, empathy begins with understanding what others are going through.

'Tourette Syndrome and Me' is an anecdote of a heart-to-heart conversation between Zachary, a six-year-old boy and his preschool principal following his diagnosis of Tourette Syndrome (TS). Through this book, Zachary hopes to help other children understand and celebrate people with different abilities. The interactive read-along book comes with augmented reality (AR) features and was distributed to 800 primary schools, kindergartens, and pre-schools around Singapore. It is also available at public libraries and Molly, the Mobile Library operated by National Library Board to serve special needs students.

800 Distributed

171
Books sold

Indy's Diary - children's story about strength and hope

Indy's Diary journals the first six years of an undeterred young girl, India "Indy" Rose Eaton who has endured many surgeries to correct her leg bone which was affected by a genetic disorder - Neurofibromatosis Type 1 (NF1).

Illustrated by Indy and retold by Ms. Josephyne Ho, this book will spark meaningful conversations with children and is a good read for all who seek strength and encouragement when faced with life challenges.





3

Supporting the Community During the Pandemic

Fun Packs & WiFi devices - staying joyful and connected during the pandemic

Our Fun Pack contains books and learning activities to keep children meaningfully engaged as they had to stay home due to the Covid-19 pandemic. We reached out to children under the care of Social Health Growth, Club Rainbow and Anglican Family Centre with our ECF Fun Packs, bringing them fun and joy even as they remained indoors.





We also provided internet access to children and youth under the care of MSF Singapore so that they can continue their learning, remain connected to their family and friends, and keep in touch with social workers.

4

Enhancing Mental & Emotional Well-being

Mindfulness Programme

More youth are anxious, depressed and stressed than ever before. The simple act of practising mindfulness – how to relax, focus and just breathe – could be one of the greatest gifts and lifelong skills they receive. Since 2018, our Mindfulness sessions have been helping vulnerable youth develop self-awareness, emotional intelligence, and resilience. In 2021, we partnered with The Positive Movement to deliver Mindfulness sessions at Singapore Girls' Home, HCSA Dayspring RTC, Pertapis Centre for Women & Girls and YMCA.



5

Empowering at-risk Youth

Youth Study Sponsorship

By sponsoring tuition fees and related expenses, we enable youth from at-risk or disadvantaged backgrounds to continue their studies with stability and security.



7Recipients





A Great Start to Pre-school

Pre-school plays a critical role in laying the foundation for children's growth. Children from low-income families deserve the support they need to enrol in pre-school as well as to participate in a range of learning experiences to develop social, emotional and physical skills.

CDA Top-up

In a partnership with the Ministry of Education's UPLIFT Office and the Community Foundation of Singapore (CFS), we disburse funds into the Child Development Accounts (CDAs) of vulnerable children. This helps families lighten financial expenses such as pre-school fees and medical bills. It also enables children to benefit from the government's dollar-for-dollar matching contribution, thereby doubling the number of financial aid available to them.



1,407
Beneficiaries

Enrichment Sponsorship

Apart from sparking new interests and stimulating the mind, enrichment classes such as art and music also help to develop creativity, cognitive and social skills. The ECF Enrichment Sponsorship was introduced so that preschool children from low-income families may join their peers in enrichment classes.



Pre-school Bursary & Welcome Pack

To help children enjoy their pre-school journey regardless of their financial background, we sponsor school fees and uniforms, along with a welcome pack.



Aided





7

Spreading Festive Cheer

Box of Joy

In our annual year-end donation drive, we collected Christmas gifts from the community to deliver to families in need and celebrated the festive season with them.





19
Organisations

8

Deepening Our Impact Through Strategic Partnerships

KidSTART

KidSTART provides support for child development, strengthens holistic services for families, and monitors the developmental progress of children from birth onwards.

ECF has been a partner and supporter of kidSTART since it launched in 2016. Over the years, we have pledged a total of S\$150,000 to support children from KidSTART families.

In 2021, \$55,000 was disbursed to provide setup resources for KidSTART playgroups in 4 new sites.



KKH Diabetes Type A Sponsorship

To help children stay active in spite of diabetes, we partnered with KKH Health Fund to provide children with glucose monitoring devices, making it convenient and painless to check their glucose levels throughout the day.





Our Leadership

Seah Moon Ming

Advisor, First appointed: 20 December 2021



Mr. Seah Moon Ming has contributed to several key engineering companies in Singapore. He is currently the Chairman of SMRT Corporation Ltd, and the Chairman of the Board of Governors at National University Singapore High School. He was the Group Chief Executive Officer at Pavilion Energy Pte Ltd and a Senior Managing Director at Temasek Holdings Pte Ltd. He also served as Chairman of International Enterprise Singapore, Singapore Corporation Enterprise and Temasek Polytechnics. He was the founding President of Singapore Technologies Electronics Ltd.

Tan Cher Liang, Sebastian

Director, Chairman, Treasurer, First appointed: 1 October 2014

Mr. Sebastian Tan is currently an Independent Non-Executive Chairman of Jumbo Group Limited and Vibrant Group Ltd and an Independent Director of Food Empire Holdings Limited, IPC Corporation Ltd, Ezra Holdings Limited, Kingsmen Creatives Ltd and Wilton Resources Corporation Ltd. He is also a trustee of Kwan Im Thong Hood Cho Temple and a director of D S Lee Foundation and Children's Charities Association. In May 2000, he co-founded Boardroom Limited, a company listed on the Singapore Exchange (SGX-ST) and was delisted in August 2019. He was the Managing/Finance Director of Boardroom Limited from May 2003 to March 2013. Having retired from Boardroom Limited, he continues to be an Advisor. Prior to May 2000, he was with Ernst & Young Singapore and its affiliates since 1973. He is a qualified financial professional from the Association of Chartered Certified Accountants (UK). He was awarded the Public Service Medal in 1996.

Jagdeesh Kaur Sekhon

Director, First appointed: 31 May 2019

Contributing in various capacities within community service, Ms. Sekhon has dedicated this phase of her journey to the empowerment of marginalised communities in civil society, especially women and children. Her volunteer work in pre-school development started at the PAP Community Foundation at the grassroots level while her exposure to pre-schools hails from her family business in this sector. Ms Sekhon previously held various positions of leadership within the Energy, Manufacturing and Infrastructure sectors globally.

Kok Chee Yeong, Jared

Director, First appointed: 1 April 2021

Currently a partner with Rajah & Tann, Mr. Jared Kok specialises in shareholder and joint venture disputes, commercial fraud, and asset protection and recovery. He is also part of a team that oversees the firm's recruitment of undergraduates and is a Fellow of the Chartered Institute of Arbitrators.

Lee Teck Leng, Robson

Director, First appointed: 1 October 2014

Mr. Robson Lee is a global equity partner and member of Gibson Dunn's Mergers & Acquisitions and Capital Markets Practice Groups, Mr. Lee focuses on M&A, corporate finance and capital markets. He is an Advocate and Solicitor of the Supreme Court of Singapore and Solicitor of the Supreme Court of England and Wales. Mr. Lee is also part of the Law Society of Singapore and the Assistant Honorary Secretary of the Securities Investors Association (Singapore).

Ng Gim Choo

Director, First appointed: 6 May 2013

Mrs. Ng Gim Choo is founder of the EtonHouse Community Fund and the EtonHouse International Education Group, a group that runs more than 120 schools in 11 countries. She has received numerous awards including the EY Entrepreneur of The Year Award (Education) in 2019. She was also the first Singapore woman to receive the Freedom of the City of London for her contribution to international education.

Navin Amarasuriya

Director, First appointed: 31 May 2019

Mr. Navin Amarasuriya serves as Chief International Officer of The Contentment Foundation and represents the fifth-generation ownership at the B.P de Silva Group (est. 1872). After 7 years of managing the luxury brand Risis and working on group strategy for the conglomerate, Mr. Amarasuriya decided to explore the world of education to understand how deeper learning can address the challenges humanity faces.

Ng Zee Howe, Alex

Director, First appointed: 16 January 2019

Mr. Alex Ng manages the HouDe Foundation that supports needy children in Southeast Asia by collaborating on various donor-led social projects. He previously held management positions in Taiko Management and the Cargill Group. His career has been in strategy consulting and corporate finance. With a deep experience in corporate governance, he has served on boards of commercial enterprises since 2008.

Oh Chin Hai

Director since 06 May 2013, Resigned 14 September 2021

Previously Director and Chairman of the EtonHouse Group, Mr. Oh Chin Hai looked after business development in Singapore and overseas as well as financial and property management for the EtonHouse Group. With over 40 years of experience in international business, Mr. Oh manages and owns several successful organisations in a variety of business domains such as property and trading. He sits on the board of 25 private limited companies.



Governance

Policies

Bank Account Operating Mandate

For the year ending 2021, the Charity's operating signing mandate is shown below:

Group A	Tan Cher Liang Lee Teck Leng Robson			
Group B	Oh Choo Ai @ Oh Gim Choo Bipasha Chanda Minocha Ang Poh Seng			



Reserves

The Charity maintains sufficient operating funding needs as reserves to ensure adequate programme funding even if there should be any issues with potential donation revenue in the unpredictable global financial situation we are heading into. The reserve level is reviewed yearly by the Board to ensure that ECF is well equipped to fulfill its continuing obligations.

Board Meetings and Attendance

The Board of Directors had met 4 times during the financial year ending 2021, with a quorum of at least 5 members. At least 5 Directors were present during each of the board meetings, which is the quorum necessary for the transaction of the business of the Directors.

Date	09 March, 01 June, 26 August and 16 November 2021
Venue	178 Clemenceau Ave #06-00, Haw Par Glass Tower, Singapore 239926 / Virtual
Attendance	Mr. Robson Lee sent his apologies for 01 June, 26 August and 16 November 2021. All other board members were present for all meetings.

Disclosure of Remuneration and Benefits Received by Board Members

No board members were remunerated for their board services in the financial year.

Annual Remuneration Declaration

Between 01 January to 31 December 2021, 3 full-time staff were employed. There was no paid staff who received more than \$\$100,000 each in annual remuneration.

There was no paid staff, being a close member of the family belonging to the Executive Head or a governing member of the charity, who has received remuneration exceeding \$\$50,000 during the financial year.

Conflict of Interest

All Board members and staff are required to comply with the charity's conflict of interest policy. The Board has put in place documented procedures for Board members and staff to declare actual or potential conflicts of interests on a regular and need-to basis.

Board members also abstain and do not participate in decision-making on matters where they have a conflict of interest.

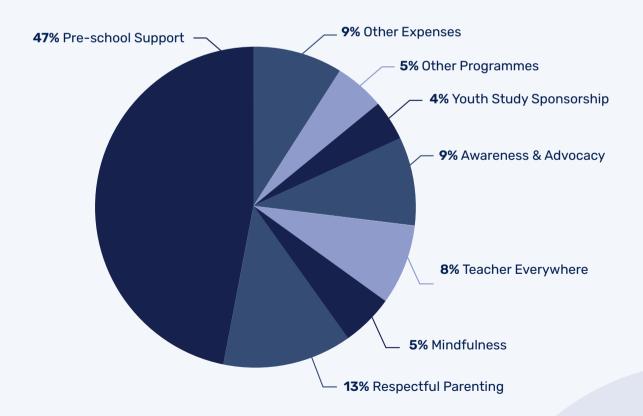
Financial Information

Summary of Financial State and Rundown of Expenses

ECF has an operating surplus of \$\$922,907 (2020: \$\$240,990) for the year made up of proceeds from donations, after deducting donations expenditure and other administrative expenses. ECF had a total expenditure of \$\$868,011, of which \$\$785,487 was expenditure on various projects to support vulnerable children and youth.

Financial Highlights of 2021





As of 31 December 2021, ECF holds cash of S\$1,210,944 placed with the Development Bank of Singapore (DBS) and the Bank of East Asia Limited (BEA). The other assets of the charity consist mainly of fixed deposits of S\$1,522,752 placed with BEA.

Financial Information

Audited Financial Information

Statement of Financial Position as at 31 December 2021 (Amounts in Singapore dollars)

	2021(\$)	2020 (\$)
Member's Guarantee		
Member of \$100	100	100
ASSETS		
Non-current asset		
Equipment	1,899	916
Current assets		
Prepayments	856	-
Due from a related company (non-trade)	600	-
Cash and bank balances	2,733,696	1,855,517
	2,735,152	1,855,517
TOTAL ASSETS	2,737,051	1,856,433
LIABILITIES		
Current liabilities		
Other payable and accruals	32,755	25,964
Due to related companies (trade)	12,455	30,110
Due to a related company (non-trade)	-	31,425
TOTAL LIABILITIES	45,210	87,499
NET ASSETS	2,691,841	1,768,934
FUNDS		
Represented by:		
Restricted funds	29,613	84,613
Unrestricted funds	2,662,228	-
TOTAL FUNDS	2,691,841	1,768,934
TOTAL FORDS	2,071,041	1,700,734

Figures are from our Audited Financial Statements FY 2021. The FRSs (Financial Reporting Standards in Singapore) have been followed.

Income and Expenditure Statement

Statement of Financial Activities For The Financial Year Ended 31 December 2021 (Amounts in Singapore dollars)

		2021 (\$)				2020 (\$)	
	Restricted funds	Unrestricted funds	Total funds	Restricted funds	Unrestricted funds	l Total funds	
Incoming resources							
Donation income		1,121,624	1,121,624	_	977,632	977,632	
Interest income		4,269	4,269	-	6,975	6,975	
Government grant income		665,025	665,025	-	42,993	42,993	
Total incoming resources		1,790,918	1,790,918	-	1,027,600	1,027,600	
Resources expended							
Charitable activities	(55,000)	(730,487)	(785,487)	_	(763,481)	(763,481)	
Governance cost		(4,034)	(4,034)	-	(3,184)	(3,184)	
Other expenditures		(78,490)	(78,490)	-	(19,945)	(19,945)	
Total resources							
expended	(55,000)	(813,011)	(868,011)	-	(786,610)	(786,610)	
Net surplus for the year	(55,000)	977,907	922,907	_	240,990	240,990	

Figures are from our Audited Financial Statements FY 2021. The FRSs (Financial Reporting Standards in Singapore) have been followed.

The Year Ahead

In 2022, we remain committed to meeting the needs of the community through our programmes and services.

Programmes

Spending undistracted, quality time with children can be incredibly empowering for the entire family. Sadly, in a survey published in The Straits Times on 3rd October 2021, 75% of parents with children aged five to eight say they are too busy to enjoy quality time with their children. In the coming year, we will launch initiatives to encourage parent-child bonding and support parents through Respectful Parenting workshops.

We will also continue to build a passionate group of Teacher Everywhere volunteers to bring Joyful Learning experiences to more children.

Lastly, we aim to deepen our existing programmes to support children in meaningful ways, and to continue engaging and collaborating with community partners to contribute meaningfully.



Fundraising

In the coming year, we will continue fundraising through donor engagement, as well as digital fundraising efforts on platforms including our website and www.giving.sg. To support our work, these are our key fundraising initiatives for 2022.



Crowdfunding campaigns on platforms like giving.sg



Fundraising initiatives organised by ourselves as well as through partners



Donor and corporate engagement

How can you help?

Looking to give back to the community and make a difference to the people around you?

Volunteer

Our team of volunteers is diverse, with different backgrounds and experiences. Join us at the forefront of making a difference in the lives of our beneficiaries.

Donate

Website

Donations can be made through our official website. www.ehcommunityfund.org.sg/donate

PayNow

Scan the PayNow QR code or enter our UEN No: 201312095N to donate.

Do note that donations above S\$100 will be eligible for a tax deduction. Please indicate your NRIC or UEN No. if you wish to receive a tax deduction.

Partner

As our valued partner, you can champion the holistic development of disadvantaged children and youth. Contact us to explore partnership opportunities to grow your organisation's social impact.

















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EtonHouse Community Fund

ecf-sg @ecf_sg

www.ehcommunityfund.org.sg