

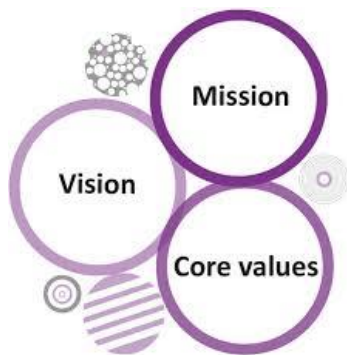
Serangoon Moral Family Service Centre

2020 Annual Report

Empowering Self . Enhancing Lives . Enriching Communities

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OUR VISION

Empowering Self. Enhancing Lives. Enriching Communities.

MISSION STATEMENT

We are dedicated to providing holistic services to strengthen resilience in individuals and families.

OUR VALUES

Sincerity

We seek to serve with respect, trust and integrity.

Mastery

We strive for excellence in our practice by investing in our people.

Foresight

We aim to be forward-looking and responsive to the changing needs of our communities.

Support

We value a culture of sustainable collaborative partnerships.

Commitment

We pledge to make a difference through passion and compassion.

1 Organisational Information

Structure & Management

Society UEN
S99SS0090L

Banker
Development Bank of Singapore (DBS)

IPC Registration Number
98-052SMF

Registered Address
Blk 238 Serangoon Ave 2
#01-47 Singapore 550238

Auditor
Helmi Talib & Co

Our Funding Sources

Our centre is funded by

- Ministry of Social and Family Development (MSF)
- Tote Board Social Service Fund (TBSSF)

Reserves Policy

Restricted fund will be used to benefit the programmes funded by Ministry of Social and Family Development (MSF) and Tote Board Social Service Fund (TBSSF).

SMFSC's Reserve Policy is to have 2 to 4 years of the Centre's projected operational expenses and the reserved amount will be reviewed annually by the Management Committee.

Conflict of Interest

All Management Committee members and staff employed by Serangoon Moral Family Service Centre were given a copy of the Conflict of Interest Policy and they had acknowledged the receipt upon reading of the policy.

They are obliged to make full disclosure to the Chairman of Management Committee when a conflict of interest situation arises.

II Management Committee

The Management Committee sets and regularly reviews the strategic direction, oversees governance, and ensures that the FSC achieves its objectives and goals.

Management Committee Members

Meeting Attendance

Er Ong Ser Huan (Chairman)	2/2
Mr Au Yeong Hoh Wai (1st Vice-Chairman)	2/2
Mr Seah Hung Meng Philip (2nd Vice-Chairman)	2/2
Mr Tay Poey Kiang, PBM (3rd Vice-Chairman)	2/2
Ms Koh Ah Nah, Winnie (Honorary Secretary)	2/2
Er Lim Kwee Guan (Assistant Honorary Secretary)	2/2
Ms Lim Ruo Xi, Dawn (Honorary Treasurer)	2/2
Mr Tan King Chai Gary, PBM (Assistant Honorary Treasurer)	2/2
Mr Kok Kee Eng (Member)	2/2
Mr Seah Choon Khee, Roger (Member)	2/2
Mr Chan Hwee Tong (Member)	0/2
Ms Sim Chay Khing, Julie (Member)	0/2
Mr Chiang Kheng Joo Bernard, PBM (Member)	2/2
Mdm Leong Chong Hoe (Member)	2/2
Er Lum Chong Chuen (Member)	1/2
Mr Foong Foo Kheong (Member)	2/2

None of the Management Committee members received any remuneration for their Management Committee Services.

III Achievements



Information & Referral (I&R)

753 Total I&R enquiries received

Casework & Counselling

467

Total cases handled



37 Beneficiaries



The Straits Times School Pocket Money Fund (STSPMF)

\$22,910

Disbursed

Staff Training

866

Training hours to strengthen staff competencies

Community Networking

12

Networking activities



Joint SSO-FSC workplan sharing

IV Event Highlights

Group Work is a method of social work practice involving participants in a group setting to develop solutions to issues together and to learn from each other.

Pit Stop

Pit Stop is a groupwork to enhance functioning by inculcating healthy self-concept and self-esteem so that Children and adolescents can maximise their strengths, talents and abilities.



Laptop donation from Engineering Good Singapore for children to participate in Online Pit Stop

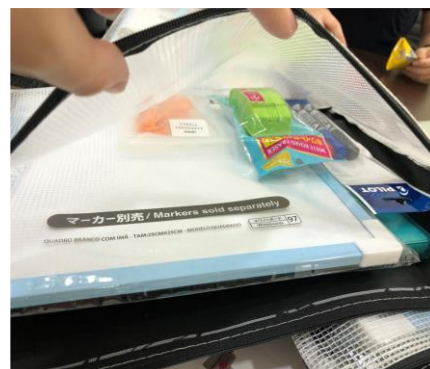


Participants on ZOOM for December online Pit Stop

April – December 2020

12 children recruited for December Online Pit Stop successfully

- New publicity videos and online form uploaded to SMFSC social media sites.
- Pandemic SOP created in response to Covid-19.
- Scheduled run (April to September 2020) with St Gabriel's Primary school was cancelled due to Covid-19.
- Pit Stop moved to online ZOOM platform for SMFSC children, from 25 November to 23 December 2020.



Materials posted to participants in advance

IV Event Highlights

Community Work (Kampong Friends)

Objectives

- To enhance individual and family social network support connection.
- To build capacity in local communities to respond to the needs of individuals and families.

Kampong Friends is guided by the Asset Based Community Development (ABCD) approach. This approach builds on the assets that are found in the community and mobilises individuals, associations, and institutions to come together to realise and develop their strengths.

Kampong Friends aims to work with the community to help the community to outreach and advocate for their own community. The team will:

- a) Empower residents to volunteer and contribute to the community.
- b) Collaborate with community partners for community projects.
- c) Conduct weekly outreaches to elderly residing at Lorong Lew Lian through our Lim Kopi programme.

Covid-19

This had quite a significant impact on all the community work programmes. Programmes had to stop and during the lockdown, the primary concern was the well-being of the clients and participants of the on-going programmes.

Covid-19 provided an opportunity to look at current processes and make necessary changes to programme design and delivery to better manage the centre's responses in similar situation in the future.

IV Event Highlights

New logo and new name!



Kampong Friends @ Lorong Lew Lian

Kampong @ Lim Kopi has contacted 50 active residents of the programme and 28 friends (volunteer) to check in on their well-being and gather feedback on using digital media to remain socially connected during the Circuit Breaker.

27 Exit interviews were also conducted by Kampong @ Lim Kopi team to understand how the programme can be changed for the better.

Covid-19 Measures

In consideration of the potential risk of Covid-19 outbreak among our senior residents, Kampong @ Lim Kopi had decided to halt the programme in February 2020 even before the Circuit Breaker measures came into effect in April 2020.

Kampong @ Lim Kopi made over 150 phone calls within 2 days to inform residents of the postponement of the programme. Posters were also placed at the communal hall at Lorong Lew Lian to update residents of the postponement of the programme.

Gathering Feedbacks



Our Kampong @ Lim Kopi friend and residents had the opportunity to participate in a Mediacorp filming with artiste Li Nanxing.



IV Event Highlights

Kampong Friends - Kampong Harvest @ SMFSC (Community Garden)

A community garden that extends to being more than just a garden. It is a platform to connect residents from all walks of life and promote physical and social well-being. The idea to build this was based on feedback gathered during community walks.



Monthly online gatherings on Zoom

30

Active members



6

Gatherings

16

Core team meetings
in 2020

5

Core team
members



One of the residents leading a session on vermicomposting in November 2020.



IV Event Highlights

Kampong Friends' Blessings



The physical site for the kampong friends' blessings had to make way for the agency's temperature screening site. However, it did not deter the residents from continuing to drop their 'blessings'. The programme has also attracted residents who are keen to donate on a regular basis based on the data provided by the agency.

>3,600

*Donations
received*

beneficiaries

160

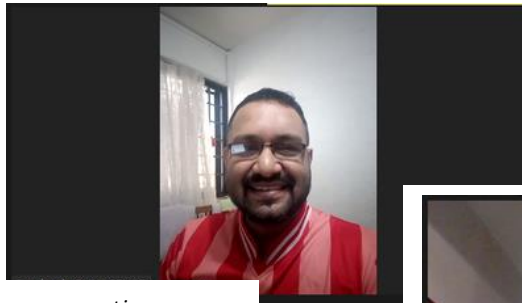


IV Event Highlights

Kampong Kakis

Is the revamped volunteer management team of the centre. Guided by Asset-Based Community Development and Co-creation, the team works with individuals and groups or friends who are interested and passionate about the Serangoon community. Beneath are some of our friends.

Learning conversations on Zoom with Wei Jie. The elderly at LKP enjoy his youthful presence. He has been supporting the community directly by assisting with technological needs of residents who approach SMFSC. He is also supporting in content creation for SMFSC's Instagram page.



Learning conversations on Zoom with Saminath. Passionate about supporting the elderly in the community and educating them to be better informed about online and phone scams.



Learning conversations on Zoom with Kai Yi. With her strengths in language and linguistics, she hopes to be able to assist children who require additional educational support. She is supporting in content creation for SMFSC's Instagram page.

IV Event Highlights

Publicity

Establishing agency's presence through promoting resources offered by the agency and community at large using traditional and new media.

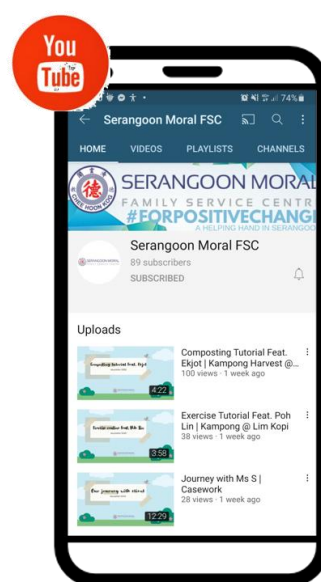
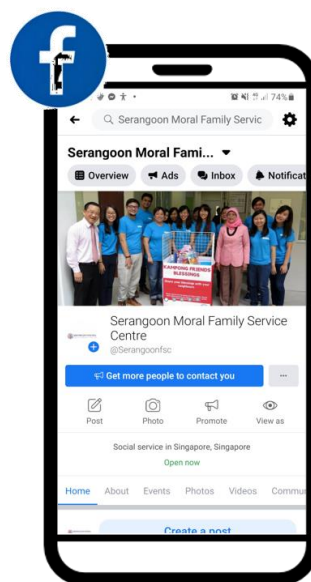


Traditional media

Titled '#forpositivechange', our newsletter is in its fourth edition since its first release in 2017. Readers are able to gain insights of the agency's services through the stories shared by our clients and volunteers.

New media

The Covid-19 pandemic has pushed the agency to embrace the social media platforms. Contents such as articles written by our staffs, ad-hoc postings and video clips are being uploaded onto the various social media platforms to engage our followers and garner more visitors to our social media sites.



IV Event Highlights

Research

As part of our strategic review, the agency had commenced on two research projects in 2019. Both the research projects focused on the groupwork programme of the centre. These studies hoped to determine if self-esteem of adolescents can be influenced by school based psychoeducational groupwork interventions.

The research projects are currently on hold due to the restrictions brought on by the Covid-19 and manpower adjustments. The centre hopes to re-start the projects once the centre's operations and manpower considerations stabilises.

V Student Placement

February – March 2020

1. Student
Mr Azri Azaril Bin Johari
Nanyang Polytechnic (NYP)

Supervisors
Ms Maggie Chin, Senior Social Worker

June – August 2020

2. Student
Ms Quek Jia Ying, Perlyn
National University of Singapore (NUS)

Supervisor
Ms Janis Leow, Senior Social Worker

June – October 2020

4. Student
Mr Yeo Hui Meng Shawn (Yang Huiming)
Singapore University of Social Sciences
(SUSS)

Supervisor
Mr Gerard Matthews, Assistant Director

3. Student
Ms Ng Poh Yee
National University of Singapore (NUS)

Supervisor
Ms Maggie Chin, Senior Social Worker

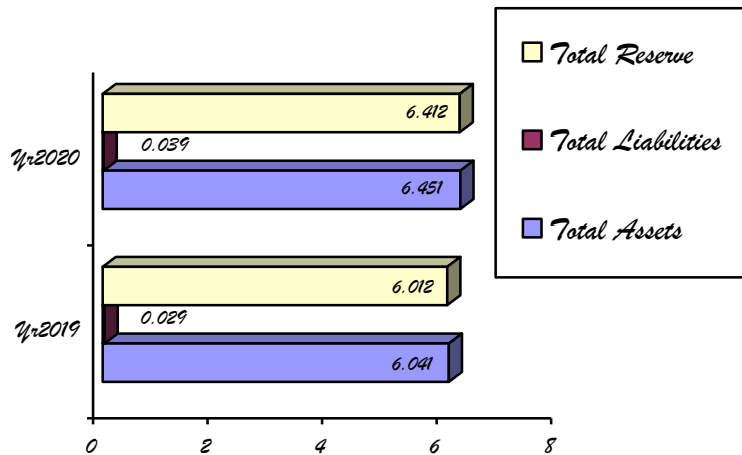
November 2020 – Current

5. Student
Ms Angel Ye Sheng Xuan
Nanyang Polytechnic (NYP)

Supervisors
Ms Chiang Wei Zhi, Community Social
Worker

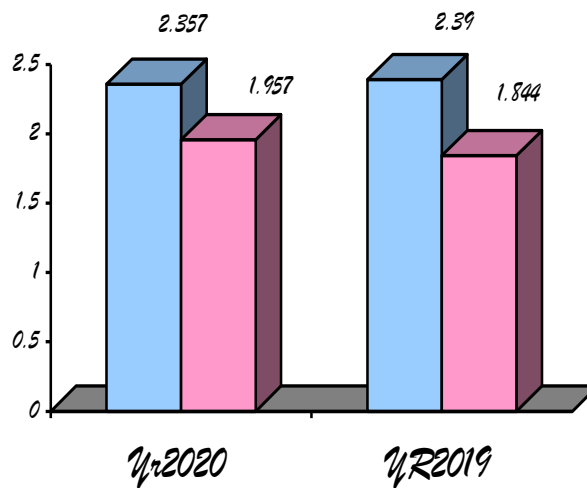
VI Financial Summary

Balance Sheet (\$M)



For more details of the financial statements, please refer to the charity portal www.charities.gov.sg or our website www.smfsc.org.sg.

Income & Expenditure (\$M)



Total Income Total Expenditure

Number of key managements in remuneration bands

\$ 80,000 to \$100,000 -	1
\$100,001 to \$150,000 -	3
\$150,001 to \$200,000 -	1

VII Acknowledgement

Without the help and continued support from our partners, Serangoon Moral FSC would not have been able to deliver its services and reach so many lives.

Operational Funding

*Ministry of Social and Family Development (MSF)
Tote Board Social Service Fund (TBSSF)*

With Support From

*Chee Hoon Kog Moral Promotion Society
Serangoon Moral FSC Management Committee Members*

Corporate Donors / Sponsorship

*3M Singapore
Braddell Heights MPS Office and GROs
Central Singapore Community Development Council (CSCDC)
Chee Hoon Kog Moral Promotion Society
Contribute.sg
Food from the Heart
Housing and Development Board (HDB)
Lighting Hearts Lighting Homes
Moral Home for the Aged Sick
National Council of Social Service
North East Community Development Council (NECDC)
NTUC FairPrice
NuLife
South East Community Development Council (SECDC)
The Boys' Brigade in Singapore
The Food Bank Singapore Ltd
The Ray of Hope Initiative
United Bakery Supplies Pte Ltd
United Overseas Bank*

* We apologise for any inadvertent omission of the particulars of our donors, community partners and volunteers. Serangoon Moral Family Service Centre would like to thank all donors and volunteers for their contributions.

Serangoon Moral Family Service Centre

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Our Partners in Social Services



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12 January 2021

Approved by the Management Committee Members on 13 April 2021